

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Parks	(2) MEETING DATE 10/23/2012	(3) CONTACT/PHONE Larry Iaquinto - Parks Superintendent 781-5209	
(4) SUBJECT Request to approve a contract with Art Street Interactive INC (Camava) for replacement of the parks reservation system, purchase related equipment and provide IT support in the amount of \$160,000. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board: <ol style="list-style-type: none"> 1) Approve the contract for implementation of a replacement for the Parks Reservation System and Services, including a five year support agreement and annual renewal options thereafter with authorization of the General Service Agency Director or designee, with Art Street Interactive Inc. (Camava); and, 2) Approve the purchase of related hardware necessary to operate the Parks Reservation System and provide IT support. 			
(6) FUNDING SOURCE(S) Fund Center 266	(7) CURRENT YEAR FINANCIAL IMPACT \$160,000.00	(8) ANNUAL FINANCIAL IMPACT \$8,976.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) 19001215		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW			
(18) SUPERVISOR DISTRICT(S) - All Districts -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Parks / Larry Iaquinto - Parks Superintendent
781-5209

DATE: 10/23/2012

SUBJECT: Request to approve a contract with Art Street Interactive INC (Camava) for replacement of the parks reservation system, purchase related equipment and provide IT support in the amount of \$160,000. All Districts.

RECOMMENDATION

It is recommended that the Board:

- 1) Approve the contract for implementation of a replacement for the Parks Reservation System and Services, including a five year support agreement and annual renewal options thereafter with authorization of the General Service Agency Director or designee, with Art Street Interactive Inc. (Camava); and,
- 2) Approve the purchase of related hardware necessary to operate the Parks Reservation System and provide IT support.

DISCUSSION

The General Services Agency, Parks Division is responsible for the maintenance and operations of County Parks encompassing over 14,000 acres of regional parks, neighborhood and community parks, trails, open space areas and three (3) golf courses. One of several important focus areas for County Parks is the five (5) campgrounds with over 700 campsites, park related facilities, and day use areas that are reserved by the public for enjoyment of a multitude of recreational activities throughout the year. County Parks operates 29 different park facilities that collect over 3.5 million dollars annually, and tracks and processes over 75 fees in 15 different fee categories. Some eight to ten thousand reservations are placed for camp sites, picnic areas, rooms and activities such as dance classes and Lifeguard training yearly. Currently customers contact parks staff to reserve these areas by phone or in person and track the reservations and associated revenue via two reservation systems, one system is used for reserving these areas and the other provides a Point of Sales (POS) system to track purchased goods by park users.

These existing systems are both antiquated and cumbersome to the users and have exceeded their useful lifespan. Additionally, the existing reservation systems are designed to operate on a format and related equipment that is no longer supported and beyond its useful life. It is recommended that Park's implement a state of the art system that will process both the reservation and POS needs for the Parks Division, creating an on-line environment that is user friendly for the customers and staff, as well as capable of achieving important tasks associated with managing a comprehensive registration system.

The proposed registration system will meet the needs of County Park's customers as follows:

- Manage on-line reservations for campgrounds, day use areas, facilities, and other related sites;
- Manage point-of-sales (POS) transactions, cash management, reconciliation and other financial transactions;
- Provide the tools and features necessary for reservation system related management and accounting; and

- Provide a user friendly system that is intuitive for the customers, reservation staff, and financial professionals. Funds were appropriated in Fund Center (FC) 266, Countywide Automation Replacement by your Board in the Fiscal Year 2012-2013 budget for replacing these antiquated systems. This allowed Parks staff to work with Purchasing Division to develop and solicit responses for Requests for Proposal (RFP), RFP #1177, Parks Reservation System in May of 2012. Three credible Proposal Solicitations were received and evaluated in detail by an internal "Reservation Team" including representatives from parks administrative and ranger staff, financial users, IT and others.

Parks staff presented the results of the Reservation Team findings to the Parks and Recreation Commission at the August 23, 2012 meeting. The Parks and Recreation Commission supported the purchase of the automated reservation system and recommended the BOS approve purchase and implementation of the Camava (Art Street Interactive Inc.) Reservation System.

OTHER AGENCY INVOLVEMENT/IMPACT

Several staff were involved in the preparation of RFP #1177, Parks Reservation System, and the evaluation of the solicitations received from perspective vendors including parks financial staff, parks ranger staff, Auditor/Controller's Office, Purchasing, County Counsel and Information Technology.

Information Technology (IT) personnel from the County's General Services Agency have been involved in the RFP and vendor evaluation process, and assisted the Parks Division in defining the requirements and specifications for the replacement of the reservation system. IT will also provide technical support during the implementation of the project.

The attached contract with Art Street Interactive, Inc. (Camava) has been reviewed by County Counsel as to form and legal effect. Consultation with the County's Auditor/Controller's Office for use of proper accounting procedure and methodology was also completed.

FINANCIAL CONSIDERATIONS

Appropriated funds in the Fiscal Year 2012-2013 Countywide Automation Replacement Fund Reserves, FC 266, will be used for the cost of the purchase and installation of the Camava Parks Reservation System by Art Street Interactive Inc., the purchase of related hardware to make the system fully operational, and Information Technology staff hours for technical support.

Below are the costs associated with the Parks Reservation Project:

Camava Parks Reservation System Software/Services	\$65,000
Hardware Associated with the Reservation System Functions	\$58,000
Information Technology Staff Hours	\$37,000
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Total	\$160,000

Costs associated with this project include \$65,000 for the Camava Reservation System and related services, \$58,000 for the purchase of related hardware that will be completed by parks staff in conjunction with Information Technology and \$37,000 for Information Technology staff hours for project support, related hardware set up and installation.

There is also an annual cost of \$8976 for hosting, support and maintenance for the new on-line reservation system. This funding is allocated in Parks FC 305 and will be offset by eliminating the annual costs associated with the existing reservation systems and the reduction in Information Technology support for the new system.

RESULTS

The purchase and implementation of the Camava Reservation System will provide greater access to essential recreational services for the community while providing improved management of these services and improved fiscal data to enable tracking and periodic auditing; thereby, meeting the County goals of providing a healthy community, a livable community and well managed services for San Luis Obispo County.

ATTACHMENTS

1. Attachment 1 – Park Reservation System Contract,
Exhibit A, Technical Requirements Specifications/Security,
Exhibit B, Technical Requirements Specifications/Performance